

ABOUT CYRIL FRIEND...



FRIEND
INVESTMENT
GROUP, INC.

A full time financial advisor serving clients from Quincy St. since 1992.

Grew up in the small town of Metropolis, IL where his father was a dentist and his mother a school nurse.

B.S. Finance, Southern Illinois University.

Was a Financial Analyst in banking for four years after college.

Was a Manufacturers Sales Rep covering Northern Illinois and Southern Wisconsin after banking.

Has been a financial advisor serving investors on Quincy Street since 1992.

Eagle Scout; active with Riverside Boy Scouts Troop 24, Riverside Chamber of Commerce, Riverside Little League, Riverside Township Lions Club, past Riverside Economic Development Commissioner. Past Deacon and Endowment Board member and presently Trustee at his local church.

A twenty five year resident of Riverside, Cyril and his wife Patti, a Nursing Professor at Loyola University's Medical Center, have six children between grade school and college.

CURRENT INVESTMENT TOPIC - 2nd Quarter 2016

“WHAT IF YOU INVESTED LIKE SHOPPING FOR TUNA?”

I recently attended a continuing education conference in New York City where I heard similar messages coming from a variety of economists, market strategists, and portfolio managers. 1) STOCK MARKET- recent stock market volatility has been routine and somewhat expected after seven years of up markets. Even though it doesn't feel good, it is not extraordinary. 2) INTEREST RATES- None of the speakers sees a high interest rate environment in America. There seems to be a lot of slack or capacity in our economy that would preclude raising rates significantly and higher rates don't mean high rates. 3) OIL/ENERGY PRICES- Oil prices have unforeseeably plummeted from \$130 per barrel to \$30 per barrel and now trades around \$40. “We've seen the bottom but not the top.” and there may be opportunity here.

Tuna? Back to the above title. Let's say a can of tuna normally costs \$1.00 but Riverside Foods had a display showing “TUNA- \$2.50 PER CAN!” and you couldn't get near the display because shoppers were loading up carts and hoarding it. WHAT IF on the other hand, the display showed “TUNA- 65 CENTS PER CAN” and yet people were looking at each other and steering their carts far away saying things like “Why is tuna so cheap? Hey, I have a case of tuna I bought a month ago for a buck a can and I'm seriously thinking of returning it if they will still give me 65 cents per can!”? That wouldn't make sense, would it?

No, it wouldn't make sense to shop like that-nor invest like that. People often find themselves buying investments when it feels good and selling them when it feels bad and specifically avoiding an investment when it is a bargain. Don't let something being “cheap” dissuade you from investing or learning more about investing. For instance, in today's markets there are “beat down” investments available in companies that provide energy infrastructure. What is energy infrastructure? Basically it's oil and natural gas pipelines. These are companies, not commodities. Pipeline companies are not speculating on oil prices or extracting or refining new oil but merely moving the existing product that you and I demand and use daily.

Think of pipelines like toll roads. When we drive our cars you and I both pay the same toll road toll whether we are driving a \$2,000 or \$20,000 or \$200,000 car just like pipeline companies are collecting revenue whether oil is \$30.00 per barrel or \$130 per barrel. Now you and I both know we are going to be able to fill up our cars at the station down the street regardless of whether gas costs \$1.50 or \$2.50 or \$3.50 per gallon. Regardless of price, the pipeline companies are still going to deliver the product and likely still make money at it.

Should you consider investing in “energy infrastructure” companies that are beat down? Without knowing your circumstances I am not recommending you do so but I would recommend that you educate yourself to see if it could make sense for a portion of your investment dollars. Learn more. That's all.

-Cyril

DISCLAIMER: No strategy assures a profit or protects against loss. The opinions voiced herein are for general information only and are not intended to provide specific advice or recommendations. Dividends are not guaranteed. Past performance is no guarantee of future results. Because of their narrow focus, sector investing will be subject to greater volatility than investing more broadly across many sectors and companies. Stock investing involves risk including loss of principal. Your mileage may vary.



Cyril Friend, III
LPL Financial Advisor
cyril.friend@lpl.com

Cyril Friend, III

The Local Investment Guy

Serving Investors on Quincy Street since 1992

FRIEND
INVESTMENT
GROUP, INC.

12 East Quincy Street
Riverside, Illinois 60546
708-442-9234

- Concerned about market volatility? **Call me.**
- Have a 401k left at a former employer? **Call me.**
- Been thinking about 529 college savings plans? **Call me.**
- Heard about Roth IRAs but unsure of the details? **Call me.**
- Have you “taken a pay cut” because of low CD interest rates? **Call me.**
- Heard about long term care insurance? Would that benefit you? **Call me.**
- Is the advisor on your brokerage statements half way across the country? **Call me.**
- Have old life insurance policies? Wondering if you have too much or not enough? **Call me.**
- Could you benefit from a check up of your investments by a seasoned professional? **Call me.**



Call me at 442-9234 or stop by my office at 12 E. Quincy St.

www.investwithfriends.com

Securities offered through LPL Financial. Member FINRA/SIPC.